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TON SELECT CALENDAR

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1991		Winston Foil wrap package
1992	1Q '92	Winston Select Intro mailing - "If you like Marlboro"
	April	Winston Introduction Kings FF Box & SP
1993	May-July	Winston 40¢/$4 (Retail)
	June	Winston Weekend - catalog gear and trips (Continuity)
	July	Reformulation and repackaging
	August	Winston Select Lts Launch (85SP & Box, Lts 100, Slim Lts 100 Box)
	August-Sept	Winston Select Lts B1G1F/B5G5F (Retail)
	3Q '93	Special challenge for Marlboro Lts smokers (Media & Direct mail)
	August-Dec	All Select packings 20¢/$2 (on pack)
1994	1Q '94	Select savings four $2 off 4-pack coupons (Direct mail)

All dates refer to retail launches

Source: https://www.industrydocuments.ucsf.edu/docs/hhfj0004